

# EXHIBIT 5



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## EXHIBIT 5



### The world's first sleep consultants

Back in 1999 Jill and Jen were quoted in the Wall Street Journal as "your baby's first sleep consultant." More than 20 years ago, they pioneered the entire industry of infant sleep and used their clinical backgrounds to turn infant sleep science into useful tools to help babies get a full night's sleep.

Or, in their words, "we took the sciency stuff of sleep science, and made it digestible for every day parents—the way we (as parents ourselves) would want to learn it."



40+ years combined experience

### Their story

Jill Spivack, LCSW, is a licensed psychotherapist and pediatric sleep consultant. Jennifer Waldburger, MSW, is a pediatric sleep consultant who has worked on sleep problems with children and families for more than 20 years.

They've written award-winning books and DVDs on sleep learning, consulted for multiple TV shows, and together bring over 40-years of sleep planning expertise to Owlet Dream Lab.



Over 500,000 children guided to a better night's sleep



### Continued education

Today, Jill and Jen are only available for a few new private, celebrity and high-profile clients per year. Most of their time is spent teaching large groups of parents and training other sleep consultants. They've dedicated their lives to sleep learning and together they've guided over 500,000 babies to the sleep they deserve.

Ready to give your baby the gift of sleep?

BUY NOW

### Get more from parenthood with Dream Lab

Parenting is hard work. Parenting while exhausted is even harder. But there is a solution. The sleep experts from Dream Lab have guided over 500,000 babies and their families to a full night's sleep. Dream Lab helps you enjoy this phase of parenthood and look forward to the rest.

\*Based on beds of over 700 babies over a 14 day period. Individual results may vary.

### Stay in touch

Get the latest news on Owlet innovations, giveaways, and helpful tips for all things baby.